

17. The system of claim 16, wherein at least one of the one or more server computers are coupled to the Internet.

18. The system of claim 16, wherein the advertising is online advertising.

19. The system of claim 16, wherein the reduction is greater if the selected option indicates more valuable permissible advertising.

20. The system of claim 16, wherein the advertising is online advertising inserted into content of at least one of the one or more ebooks.

21. A computer readable medium or media containing instructions for executing a method comprising:

using one or more computers, facilitating providing a user interface allowing an ebook reader to select an option from a set of options relating to an advertising setting, wherein the advertising setting specifies one or more permissible forms of advertising to be presented to the ebook reader at least in part via one or more ebooks;

using one or more computers, based at least in part on a selected option of the set of options, facilitating providing the ebook reader with a reduction relating to cost of the one or more ebooks;

wherein the reduction is greater if the selected option indicates more valuable permissible advertising; and

using one or more computers, based at least in part on the selected option, facilitating presenting advertising to the ebook reader at least in part via at least one of the one or more ebooks, wherein the advertising is of a permissible form of advertising according to the selected option;

comprising targeting online advertising to the ebook reader based at least in part on ebook content evidenced as being accessed by the ebook reader at a time of serving of the online advertising.

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